

Historic, Archive Document

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1952

(Mrs) M. Beatrice Gilbert Ra
Celosia specialist
for 30 years

Introducing

CELOSIA *Gilbertia*
Reg. U. S. Patent Office.

Reg. U. S. Patent Office.

31 1952

Department of Agriculture



Won Fifth Place in the All-America Selection in 1947.

GILBERT'S HARLEQUIN

- IT'S SENSATIONAL
- IT'S BEAUTIFUL
- IT'S FANTASTIC
- IT'S GOT EVERY-
THING

In no other flower of any
specie will you find all the
combined qualities of the

CELOSIA GILBERT'S HARLEQUIN

18 inches in height, very uniform in growth with bright green foliage.

Bush type, developing both base and side branches until it is a perfect mass of color.

When small it starts as a pink-tipped with gold that turns to a salmon, then to a bright shell pink when fully developed in September. There is no variation to this as all the plants are the same in development.

Excellent as a cut-flower at any stage, from corsage to spray work and basket.

A wonderful pot plant as it does not deteriorate or fade.

Given plenty of moisture and pinching back it will last indefinitely as a pot plant.

Outdoors it will last and keep blooming until destroyed by frost. Makes lovely winter bouquets if cut and dried at any time.

Prints or Electrotypes Available for Catalog Use.

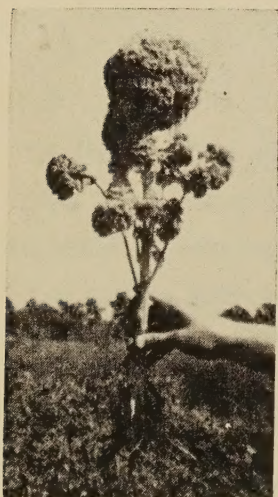
Trade packets of 500 seed at _____ and selling for 75c

Retail packets of 150 seed at _____ and selling for 25c

Order 1 Packet or a Million—We Can Fill It!

It is not a Gilbertia strain Celosia unless it bears
the originator's Registered Trade Mark.

CELOSIA GARDENS, GALESBURG, ILLINOIS



GILBERT'S MAPLE GOLD

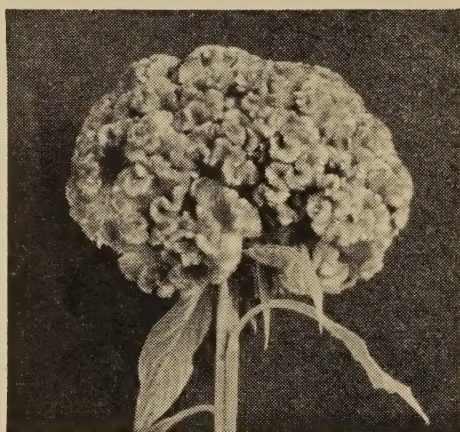
Entered in the All-America trials of 1942 and introduced by Vaughn Seed Company in 1943, and still a leader in the Celosia field.

Gilbert's Maple Gold is the loveliest of all cristata—coxcomb—creations and is the result of eighteen years of line breeding. It starts forming lovely round maple-pink heads when quite small and grows increasingly beautiful as each ruffled segment becomes tipped with bright yellow. The individual plants grow two and a half to three feet high and are of the strong branching type with each stem terminating in a lovely ball-shaped clustered head that varies in size from small to sometimes ten or more inches in diameter. The maple-pink heads vary in color from a light to a dark pink, tipped with pure gold. These clusters may be cut at any stage and size and used in any arrangement from corsages to funeral sprays and basket work as the heads will last three or four days out of water. These beautiful, large cristata lasts until late in the fall when killed by frost. Any left-over flowers always can be gathered just before cold weather and dried for winter bouquets. They may be cut and dried anytime.

These flowers have passed all tests for long distance shopping as they will not fade, nor do the flower heads shatter after they have been cut for several days.

Trade Packets 300 Seeds

Selling for 50c



Retail Packets 100 Seeds

Selling for 25c



GILBERT'S GREEN GOLD

Introduced in 1945, a most unusual color combination and lovely in all pastel arrangements. Silver green, ball shaped flower combs that become fused with light pink and just a touch of yellow. Height, two feet; foliage, bright green; flower heads, 6 to 10 inches across; dries a silvery color and is the only Celosia of any type that will take a perfect dye or tinting.

Trade Packets 300 Seeds

Selling for 50c

Retail Packets 100 Seeds

Selling for 25c

CELOSIA GARDENS, GALESBURG, ILLINOIS



GILBERT'S CRIMSON GOLD

A 1951 introduction. The flowers are clusters of beautiful ruffled crimson velvet 6 to 10 inches across. Each ruffle is tipped with pure yellow. Plants are 3 feet high. Bronze foliage. Makes lovely bouquets—as it is especially suitable for cut flowers, also dries for winter arrangements.

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Trade Packets ~~300~~ Seeds

Selling for ~~\$1.00~~ 75¢

¹⁵⁰
Retail Packets ~~100~~ Seeds

Selling for ~~50¢~~ 25¢

GILBERT'S ROSE BEAUTY

Introduced by Vaughan's Seed Company in 1947. Mammoth Rose Beauty ball shaped combs measuring 10 to 16 inches across—a beautiful deep rose pink on a silver base—unusual and very striking—height, 3 to 4 feet—bright green foliage—plants non-branching unless pinched back, unexcelled as either cut flower or dried for winter bouquets as it keeps its rich color perfectly.

Trade Packets 300 Seeds

Selling for 50c

Retail Packets 100 Seeds

Selling for 25c

CELOSIA GARDENS, GALESBURG, ILLINOIS

INSTRUCTIONS FOR GROWING

Use any good rich garden soil, any soil that will grow good potatoes is suitable.

DO NOT use commercial fertilizer or soil where commercial fertilizer has been used the year before. Soil enriched with old rotten cow manure is the best. It has been found that the commercial fertilizers make the combs or flower-heads break formation and grow rank.

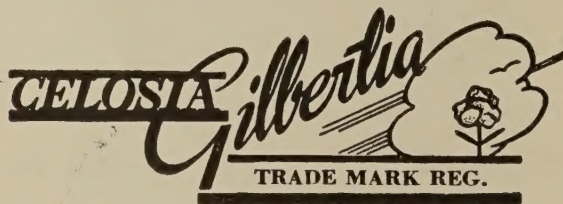
Prepare soil deep and fine.

Scatter seed thin and in rows, and press down firmly with hands or a board. A regular garden seeder with a roller attached is sufficient. Do not cover seed otherwise.

The seed is very quick in germinating when the ground becomes warm. For the northern part of the United States seed may be planted any time after the 15th of April. Cold and freezing weather will not hurt the seed as they will not sprout until the ground becomes warm.

Thin plants out to stand 10 to 12 inches apart, or they can be transplanted very easily if this is done before they are 6 inches high.

Seed may be started in any good greenhouse soil and transplanted outdoors after danger of frost is passed.



Instructions for Drying Gilbertia Celosia.

Flowers may be cut at any growing stage. Strip off leaves, hang head downward in a very dry, warm, dark place. Do not let flower heads touch. Allow to dry two weeks. Any chaff may then be carefully rubbed off and the flowers ready for use.



CELOSIA GARDENS

48 East Davis Street

GALESBURG, ILLINOIS